

RRDS GOVT.DEGREE COLLEGE

BHIMAVARAM-534202, WEST GODAVARI DISTRICT, ANDHRA PRADESH

2021-22

DEPARTMENT OF HISTORY

Certificate Programme

**Title of the Programme: "Tourism principles,
Policies and Practices"**

Duration : 30 hrs

No of Students Enrolled : 30

Starting Date: 03-01-2022

Ending Date: 16-02-2022

Faculty /Resource Persons: S.Satyanarayana

Lecturer in History

RRDS Govt. Degree College

Bhimavaram



V. Satyanarayana
PRINCIPAL
R.R.D.S. Govt. Degree College
BHIMAVARAM-534 202

DEPARTMENT OF HISTORY

2021-2022

Certificate Programme on “Tourism principles, policies and practices”

Unit I :

Tourism, an overview - Evolution of Tourism - Elements, Nature and Characteristics - Typology of Tourism - Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.

Unit II:

Tourism Industry; Structure and Components: 5A's of Tourism - Transportation - F&B - Shopping - Entertainment - Infrastructure and Hospitality - Emerging areas of tourism - Ideals of Responsible Tourism - Alternate Tourism – Impacts of Tourism - MNC's in Tourism Industry

Unit III:

Tourism Theories - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect - Push and Pull Theory - Tourism System - Mathieson and Wall, Model & Leiper's Model - Stanley Plog's Model of Destination Preferences – SCOR Model for Tourism – Bull-whip Effect - Demand and Supply in tourism - Tourism regulations - Present trends Stanley Plog's Model of Destination Preferences in Domestic and Global tourism.

Text Books

Bhatia, A. K. (2006). International tourism management. Sterling Publishers Pvt. Ltd. Charles, R. G., Ritchie, J. B., & Woorow, R. (2006). Tourism: Principles, Practices, Philosophies.

References

Coltman, M. M. (1989). Introduction to Tourism and travel. An International Approach VanNostrand Reinhold. Franklin, A. (2003). Tourism: An Introduction. Sage. Gee, C. Y., Choy, D. J., & Makens, J. C. (1984). The travel industry. AVI Publishing Company, Inc.

Page, S., & Connell, J. (2006). Tourism: A Modern Synthesis. Cengage Learning EMEA. Youell, R. (1998). Tourism: An Introduction. Addison Wesley Longman Ltd.

Course Objectives

➤ To realize the potential of tourism industry in India

➤ To understand the various elements of Tourism Management **Learning Outcom** Will be able to understand tourism policies in the national and international context At the end of the programme, the student should be able to:

- have an overview of all the relevant areas of Tourism and Travel Management
- understand the concepts thoroughly on Tourism and Travel Management.
- complete internships/projects in organizations and gain practical knowledge in the Tourism and travel sector.
- develop the skill and knowledge about Tourism and Travel Management.
- be industry ready and enhance employability skills to slide into Tourism and travel sector.
- be confident to start a small entrepreneurial activity in Tourism and travel Sector.
- gain confidence to be self-reliant and create employment opportunities for others in Tourism and travel Sector.

Methodology followed

1. Lecture method

2. Interactive Sessions


3. Participative Learning

Certificate Programme on “Tourism principles, policies and practices”

SYLLABUS

Duration –One Hour per Day (4 to 5 pm)	SYLLABUS TO BE COVERED
Day 1	Introduction
Day 2	Tourism, an overview
Day 3	Evolution of Tourism
Day 4	Elements, Nature and Characteristics
Day 5	Nature and Characteristics
Day 6	Typology of Tourism
Day 7	Tourism network
Day 8	Interdisciplinary approaches to tourism -
Day 9	Historical Development of Tourism
Day 10	Major motivations and deterrents to travel
Day 11	Tourism Industry; Structure and Components
Day 12	Tourism Industry; Structure and Components
Day 13	5A's of Tourism - Transportation
Day 14	F&B - Shopping - Entertainment
Day 15	Infrastructure and Hospitality
Day 16	Emerging areas of tourism
Day 17	Ideals of Responsible Tourism
Day 18	Alternate Tourism
Day 19	Impacts of Tourism - MNC's in Tourism Industry
Day 20	Tourism Theories
Day 21	Tourism Area Life Cycle (TALC) - Doxey's Index
Day 22	Demonstration Effect - Push and Pull Theory
Day 23	Tourism System
Day 24	Mathieson and Wall, Model & Leiper's
Day 25	Mathieson and Wall, Model & Leiper's
Day 26	Stanley Plog's Model of Destination Preferences
Day 27	SCOR Model for Tourism
Day 28	Bull-whip Effect- Demand and Supply in tourism
Day 29	Tourism regulations - Present trends Stanley Plog'
Day 30	Model of Destination Preferences in Domestic and Global tourism




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RRDS GOVT. DEGREE COLLEGE
BHIMAVARAM

Department of History

CERTIFICATE PROGRAMME

Name of the Programme : **"Tourism principles, policies and practices"**

Assessment Procedure

This certification program consists of a 30-hour curriculum based on a learner-centered methodology. A formative assessment is given at the end of each class. After completing the course, a 60-minute test will be conducted according to the following procedure and graded according to the results.

Section	Nature of Questions	Marks Allotted	Total Marks
A	3 short Questions	5 marks each question	15
B	10 Fill in the Blanks	1 marks each question	10
C	5 Short Answer Questions	5 Mark Each Question	25
Total			50
Qualifying Marks			25

Grade A Above 70% of Marks

Grade B+ 70% to 80%

Grade B 60% to 70%

Grade C 50% to 60%

Qualifying Grade - B



V. K. Srinivas
PRINCIPAL
R.R.D.S. Govt. Degree College
BHIMAVARAM-534 201



RRDS GOVT. DEGREE COLLEGE
BHIMAVARAM

DEPARTMENT OF HISTORY

01.01.2022

Resolution for Conducting Certificate Course

It is resolved by the faculty of Department of History to conduct Certificate Course titled **“Tourism principles, policies and practices”** for the academic year 2021-2022. In this regard it is also resolved to seek permission and cooperation from the Principal, RRDS Government Degree College to conduct the course for 30 hours of duration.


Faculty Members


Department In Charge

RRDS GOVT. DEGREE COLLEGE

BHIMAVARAM-534202, WEST GODAVARI DISTRICT, ANDHRA PRADESH

(Estd. 1972 - Affiliated to **Nannaya University** - Accredited by **NAAC**)

www.rrdsgdc.info mail: gdcbbhimavaram.jkc@gmail.com Phone: 08816-223458

Dt: 03.01.2022



To

The In charge

Department of History

RRDS Govt. Degree College

Bhimavaram

Sub: Conduct of Certificate Programme for the Academic Year 2021-2022
-Permission accorded

As the certificate courses help in value addition and enhance the knowledge and skills of the students, permission is accorded to Department of History to conduct Certificate Course titled "Tourism principles, policies and practices" as per the convenient schedule.




Principal
R.R.D.S. Govt. Degree College
BHIMAVARAM-534 202



RRDS GOVT. DEGREE COLLEGE
BHIMAVARAM


DEPARTMENT OF HISTORY

NOTICE





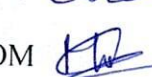

All the students are hereby informed that the Department of History is going to conduct the following certificate programme for the academic year 2021-2022

1. "Tourism principles, policies and practices"






The certificate programs will enhance the knowledge and abilities in addition to your academics. Hence we inform the students to register for the certificate courses on or beforeat History Department .


Dept. In Charge

Circulated to

I BA 
II BA 
III BA 
IBCOM 
II BCOM 
III BCOM 

Circulated to Faculty members

RRDS GOVERNMENT DEGREE COLLEGE, BHIMAVARAM

Department of History

2021 -2022

Certificate Programme in Tourism Peinciples and Policies

_____ to _____

Students Enrolled

S.NO	Name of the student	University Registered no.	Class & Group	Signature
1	A.Durga Bhavani	193126203001	III B.A	A.Durga Bhavani
2	G.Lavanya Sai	193126203003	III B.A	G. Lavanya sai
3	K.Ramakrishna Rao	193126203004	III B.A	K. Ramakrishna Rao
4	N.Rakesh	193126203005	III B.A	N. Rakesh
5	N.Teja Kumar	193126203006	III B.A	N. Teja Kumar
6	PSDN Lakshmi	193126203007	III B.A	P.S.D.N Lakshmi
7	P.Venkatesh	193126203008	III B.A	P. venkatesh
8	V.Naveen Kumar	193126203010	III B.A	V. Naveen Kumar
9	Y.Naveen Babu	193126203011	III B.A	Y. Naveen Babu
10	A Vedavalli	203128200002	II B.Com(CA)	A. Vedavalli
11	B Karthik	203128200003	II B.Com(CA)	B. Karthik
12	B.Venkata Sai latha	203128200004	II B.Com(CA)	B. latha
13	G Durga Bhavani	203128200008	II B.Com(CA)	G. Durga Bhavani
14	M S N S Bhavani Prasad	203128200012	II B.Com(CA)	M. Prasad
15	N Rahul Chanti	203128200013	II B.Com(CA)	N. Rahul Chanti
16	N Vimala Vasantha	203128200014	II B.Com(CA)	N. Vimala Vasantha
17	P Amulya	203128200016	II B.Com(CA)	P. Amulya
18	P Ajya Kumar	203128200017	II B.Com(CA)	P. Ajay Kumar
19	P.Lalitha	203128200019	II B.Com(CA)	P. Lalitha
20	T. Anitha	203128200021	II B.Com(CA)	T. Anitha
21	T Harishitha	203128200022	II B.Com(CA)	T. Harishitha

22	V Padmavathi	203128200023	II B.Com(CA)	V. Padmavathi
23	K.Pavani	213126203009	I B A	K. Pavani
24	M.Pradeepthi	213126203017	I B A	M. Pradeepthi
25	P.Naga gopi raju	213126203013	I B A	P. Naga Gopi Raju
26	s.satish	213126203018	I B A	S. Satish
27	Y.Gowdry mahesh	213126203024	I B A	Y. Gowri Mahesh
28	P.Naga gopi raju	213126203017	I B A	P. Naga Gopi Raju
29	G.Lakshmi Satya Durga Bhava	213128200007	I B.Com(CA)	G. L. S. D. Bhavani
30	P.Bala Sai	213128200013	I B.Com(CA)	P. Balas Sai



V.K. Thadava
PRINCIPAL
 R.R.D.S. Govt. Degree College
 BHIMAVARAM-534 202

CLASS

Roll no -			CLASS	DAY-1	DAY-2	DAY-3	DAY-4	DAY-5	DAY-6
Sl. No.	Name	Roll no.	Class	Topic	Topic	Topic	Topic	Topic	Topic
1.	A. Durga Bhavani	193126203001	IB.A						
2.	D. Chakradhar Choudhary	193126203002	IB.A						
3.	G. Lavanya Sai	193126203003	IB.A						
4.	K. Rama Krishna Rao	193126203004	IB.A						
5.	N. Rakesh	193126203005	IB.A						
6.	N. Teja Kumar	193126203006	IB.A						
7.	P. S. D. N. Lakshmi	193126203007	IB.A						
8.	P. Vankatesh	193126203008	IB.A						
9.	V. Navneet Kumar	193126203009	IB.A						
10.	Y. Navneet Babu	193126203010	IB.A						
11.	G. Durga Bhavani	203128200008	IB.A						
12.	M. S. N. Sakshini Bhat	203128200012	IB.A						
13.	V. Rahul Chanti	203128200013	IB.A						
14.	N. Vikranta Vasantha	203128200014	IB.A						
15.	P. Anvika	203128200016	IB.A						
16.	P. Ajaya Kumar	203128200017	IB.A						
17.	P. Lalitha	203128200019	IB.A						
18.	T. Anitha	203128200021	IB.A						
19.	T. Harishikha	203128200022	IB.A						
20.	V. Padmarathi	203128200023	IB.A						
21.	B. Bhargyaalaxee	213128200003	IB.A						
22.	P. Anvika	203128200016	IB.A						
23.	P. Ajaya Kumar	203128200017	IB.A						
24.	P. Lalitha	203128200019	IB.A						
25.	T. Anitha	203128200021	IB.A						
26.	T. Harishikha	203128200022	IB.A						
27.	V. Padma Vathi	203128200023	IB.A						
28.	M. Naga Ravi Raja	213126203017	IB.A						
29.	S. Sathish	213126203018	IB.A						
30.	M. Mahesh	213126203024	IB.A						

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name:
class:

DEPARTMENT OF HISTORY

2021-2022

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Certificate Programme on "Tourism principles", policies and practices"

QUESTIONS AND ANSWER

1. _____ is the act and process of spending time away from home in pursuit of recreation, relaxation, and pleasure, while making use of the commercial provision of services.
A. ayurveda B. touris C. bungee jumping D. entertainment
2. The famous traveler who wrote air travel experience in ancient time
A. Alexander B. marco polo C. Benjamin D. Ibnu batuta
3. Travelling for the purpose of learning about cultures or aspects of cultures is
A. ethnic tourism B. vfr C. mass tourism D. cultural tourism
4. Tourism that consists of travelling to relatively undisturbed or uncontaminated natural areas with specific objectives of studying , admiring, and enjoying the scenery and its wild plants and animals as well as any existing cultural manifestations
A. wild life tourism B. rural tourism C. eco tourism D. adventure tourism
5. Eco-Tourist is interested to visit a destination where there is
A. rich wildlife wealth B. unique wildlife species C. relatively unspoilt natural environment D. dense forest
6. Who are the targets of a tourist spot that is located at great heights

A. children B. women C. ☒ adventure tourists D. business tycoons

7. Which of the following is not an element of tourism?

A. ☒ bread and biscuits B. scenic attractions C. historical factors D. amenities

8. The word Tourist was derived from the Latin word _____.

A. ☒ tornus B. trident C. toijour D. none of these

9. Which is the most expensive type of tourism?

A. green tourism B. cruise tourism C. ☒ space tourism D. wedding tourism

10. Name the first space tourist.

View all MCQ's at

A. thomas cook B. ☒ dennis titu C. dennis martin D. none of these

11. Tourism is economically significant because it generates _____ and

A. happiness and satisfaction B. ☒ income and employment C. health and safety
D. none of these

12. IATA stands for

A. ☒ international air transport association B. indian air transport association
C. indonesian air transport association D. none of these

13. Which of the following travelers was appointed as the qazi or judge of Delhi by the Muhammad bin Tughlaq?

A. al-biruni B. mahmood of gaznavi C. both a & b D. ☒ ibn-batuta

14. "Travels in the Mughal Empire" is an account of which of the following travellers to India?

A. albiruni B. abdur razzaq samarqandi C. ☒ berneir D. ibn battuta

15. Excursionist means

- ☒ A. a person who stays less than 24 hours in the country visited.
B. a person who stays more than 24 hours in the country visited.
C. a person who covers a reasonably large distance within the country of his residence.
D. a person who stays 1 year atleast in the country visited.

16. Internal tourism includes

- ☒ A. domestic & inbound tourism B. inbound tourism C. domestic tourism
D. outbound tourism

17. When a visitor travels in his country of residence, he is a ___ visitor

- ☒ A. domestic B. international C. inbound D. out bound

18. A person who travels on foot is known as

- ☒ A. pouching B. way tarer C. cosmopolitan D. none of these

19. The national tourism policy was drafter in

- ☒ A. 1997 B. 1998 C. 2000 D. 1996

20. A person who moves from one location to another is known as

- ☐ A. tourist ☒ B. traveler C. inbound tourist D. out bound tourist

21. A person who is travelling a place for pleasure is known as

- ☒ A. tourist B. traveler C. inbound tourist D. none of these

22. A country is mainly benefited from tourism by the _____

- ☒ A. tourist expenditure B. tourist travel C. accommodation D. none of these

23. Selling tourism services through multiple choice is called

- A. market penetration ☒ B. dual distribution C. yield management D. pyramid marketing

24. Which of the following tourism service suppliers has been the most aggressive in marketing through direct distribution channels?

- A. hotels B. rental car companies C. ☒ airlines D. cruise ships

25. Tourism sector creates more _____ opportunities

- A. ☒ job B. fund raising C. profit making D. attractive

RRDS GOVERNMENT DEGREE COLLEGE- BHIMAVARAM
West Godavari District, Andhra Pradesh




CERTIFICATE

This is to certify that Mr./Ms.....P. BALA SAI.....of.....I Bcom(CA).....bearing University
Regd. No 213128200013 has successfully completed Certificate Programme in.....TOURISM PRINCIPALS AND
.....polices.....conducted by Department of.....HISTORY..... from 03-01-2022 to 16-02-2022
for the Academic Year


Programme
Coordinator


IQAC
Co coordinator




Principal
R.R.D.S. Govt. Degree College
BHIMAVARAM-534 202

RRDS GOVERNMENT DEGREE COLLEGE- BHIMAVARAM

West Godavari District, Andhra Pradesh



CERTIFICATE

This is to certify that Mr./Ms. P. NAGA GOPI RAJU of U B A bearing University
Regd. No 213126203017 has successfully completed Certificate Programme in TOURISM PRINCIPALS AND
POLICIES conducted by Department of HISTORY from 03-01-2022 to 16-02-2022
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Co coordinator




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